



British Brands Group Guidelines

British Brands Group logotype: colours



dark blue
pms 295
100%c 56%m 0%y 34%k



orange
pms 144
0%c 47%m 100%y 0%k

British Brands Group logotype: colours



Four colour version for use on light backgrounds



Four colour version for use on dark backgrounds



Two colour version
pms 295 and pms 144
for use on light backgrounds



Two colour version
pms 295 and pms 144
for use on dark backgrounds



Single colour version black
for use on light backgrounds



Single colour version
reversed out of black

British Brands Group logotype: sizes



Maximum size 100% on import or 50mm overall width



Preferred size for A3 documents 60% or 30mm overall width



Preferred size for A4 documents 50% or 25mm overall width



Preferred size for A5 documents 40% or 20mm overall width



Exclusion zone as marked above

British Brands Group: signoff

The voice for brands

Signoff should always appear ranged right at bottom of page to the grid, and the type size should always be smaller than that within the logotype. It should always appear as one line. It should always appear in orange pms144 or 47m100y, or 40% black if printing single colour black only.

Typeface:
Fritz Quadrata u&lc, 0 letterspacing.